



To the Honorable Council
City of Norfolk, Virginia

March 22, 2022

From: Nikki Riddick
Director of General Services

Subject: Amend City Code Sec. 25.1-75 -
Short-Term Hourly Parking Rates

Reviewed:

A handwritten signature in black ink, appearing to read "Cathy R. Whitesell".

Catheryn R. Whitesell, Deputy City
Manager

Ward/Superward: Citywide

Approved:

A handwritten signature in black ink, appearing to read "Larry H. Filer II".

Dr. Larry H. Filer II, City Manager

Item Number: R-5

I. **Recommendation:** Adopt an Ordinance

II. **Applicant:** City of Norfolk

III. **Description:**

This docket item is an ordinance to amend Section 25.1-75 of the Norfolk City Code to cause rates for short-term hourly off-street parking to be whole dollar amounts.

IV. **Analysis:**

Background

- A. The Department of General Services Parking Division proposes to amend four of the ten short-term parking rate bands with fifty cent increments to whole dollar amounts to eliminate the need for coin vaults.
- B. According to the Parking City Code, Sec.25.1-75, all the garages (except McArthur) have four short-term rate bands with fifty cent increments. Patrons are required to use coins to pay the rate, and as a result, parking requires coin vaults in their equipment. The Parking Division will also be required to purchase new coin vaults with the procurement of the new Parking Access and Revenue Control System (PARCS) which will add an additional \$250,000 to the cost of this equipment.

- C. Parking employees expend time and labor to routinely refill, collect and repair the coin vaults. The current replenishment labor cost is approximately \$34,000 per year.
- D. The nationwide coin circulation problem is creating shortage issues due to the lack of coin availability.

Reason for Action

- A. Parking Division desires to round up four short-term rate bands to eliminate the need for coins.
- B. The rounded-up rate bands will save \$250,000 in capital expenses and 34,000 in operational expenses for a total of \$284,000 in the first year.
- C. After the first year, the new rates will save \$34,000 each succeeding year in labor cost required to refill, collect, and repair these devices.

V. Financial Impact:

Impact on Budget

Impact	Impact on Budget
Increased Yearly Revenue Estimate	\$ 78,000
On-time equipment cost savings	\$250,000
Yearly labor costs	\$ 34,000
Total 1 st year impact	\$362,000

Impact on the Community

- A. Increase of \$.50 cent for the following hourly parking rate bands:
 - a. 0 to 1 hour Increase from \$1.50 to \$2.00
 - b. 2 to 3 hours Increase from \$4.50 to \$5.00
 - c. 4 to 5 hours Increase from \$7.50 to \$8.00
 - d. 6 to 7 hours Increase from \$10.50 to \$11.00

VI. Environmental:

N/A

VII. Community Outreach/Notification:

Parking will work with Communications to publicize the change.

VIII. Board/Commission Action:

N/A

IX. Coordination/Outreach:

N/A

- Exhibit A - Proposed Ordinance

Form and Correctness Approved: *BAP*

Contents Approved:



By: _____
Office of the City Attorney

By: _____
DEPT. General Services

NORFOLK, VIRGINIA

Ordinance No.

AN ORDINANCE TO AMEND AND REORDAIN SECTION 25.1-75 OF THE NORFOLK CITY CODE, 1979, **SO AS TO** CAUSE THE RATES FOR SHORT-TERM HOURLY OFF-STREET PARKING TO BE WHOLE DOLLAR AMOUNTS.

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BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That Section 25.1-75 of the Norfolk City Code, 1979, regarding Rates for parking in off-street facilities, is hereby amended and reordained as follows:

Sec. 25.1-75. Rates for parking in off-street facilities.

Facility No.	Facility	Daily Rate	Monthly Rates		Nightly Rates	
			Unreserved	Reserved	Unreserved	Reserved
1	Waterside Garage	A	\$85.00	\$115.00		
2	Freemason Street Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
3	Town Point Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
6	York Street Garage	A	\$64.00	\$94.00	\$27.00	\$32.00
7	Main Street Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
8	Boush Street Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
9	MacArthur Center, North Garage	MC #1	\$85.00	\$115.00		
10	MacArthur Center,	MC #1	\$85.00	\$115.00		

	South Garage					
11	Commercial Place Garage	A	\$85.00	\$115.00	\$34.00	\$39.00
12	Scope Garage	A/COE	\$52.00	\$82.00		
13	Bank Street Garage	A	\$89.00	\$119.00		
14	Charlotte Street Garage	A	\$89.00	\$119.00		
30	Plume Street Lot	No Daily	\$69.00	\$99.00	\$28.00	\$33.00
33	Union Street Lot	A/RCL/RSE	\$69.00	\$99.00	\$28.00	\$33.00
34	South Street Lot	RCL/RSE	\$69.00	\$99.00	\$28.00	\$33.00
36	Education Lot	Metered				
37	Brambleton Lot	No Daily	\$52.00			
38	Harrison Opera House Lot	No Daily	\$37.00	\$67.00		
39	Cedar Grove (Lot 39)	No Daily	\$43.00		\$20.00	\$25.00
42	St. Paul's Lot	No Daily; RSE only	\$43.00			
55	Harbor Park (Park and Ride) (Lots A-G)	No Daily; RCL only	\$43.00	\$73.00		
60	West Plume Street Garage	A	\$95.20	\$128.80	\$34.00	\$39.00
61	Fountain Park Garage	A	\$95.20	\$128.80	\$34.00	\$39.00

Definition Notes:

A-Applicable.

No Daily-Lots where the city does not have daily parking.

RCL-Restricted City Lot.

RCG-Restricted City Garage.

Metered-Off-street lots with meter controls; see meter pricing.

MC #1-MacArthur Center North and South Garages have separate transient rates pursuant to Agreements.

COE-Collect-on-entry.

RSE-Recreational and special event parking.

Regulations and Rules:

Monthly rates-Rates shown are for Monday through Friday 6:00 a.m. to 9:00 p.m. Monday through Sunday, unlimited parking rates are also available at these facilities with a sixteen dollar (\$16.00) higher fee than each of the monthly rates shown herein.

City government parking-Union Street Lot and East Street may be reused for city government parking

Recreational and Special Event Parking-RSE rates may apply Monday through Sunday. All recreational and special event rates shall be determined based on demand and proximity to the event and shall be either five dollars (\$5.00) per vehicle, ten dollars (\$10.00) per vehicle, or otherwise as set by the city manager in accordance with section 25.1-26 of Norfolk City Code, 1979, as amended.

Authorized monthly parking discounts-The following are applicable discounts allowed:

1. If one account has fifty (50) or more spaces, then a five dollar (\$5.00) per space, per month discount may apply.
2. If one account has 50 or more spaces and manages the account centrally, then five dollars (\$5.00) per space, per month discount may also be applied.
3. If the above two criteria are met and the one account desires to pay a full year in advance, then an additional five dollars (\$5.00) per space, per month discount may be applied.
4. Pursuant to section 25.1-26 of the City Code, the city manager is authorized to provide special discounts when it is determined advantageous to the city.

Lost monthly passes-There is a five dollar (\$5.00) replacement fee for lost monthly passes/decals.

Corporate Rate:

If one account has five hundred (500) vehicles or more, the monthly rate will be fifty dollars (\$50.00) per space, per month. No additional discounts may be applied.

Top Deck Parking Program:

1. The monthly rates set below are for the designated roof top parking spaces and are limited to qualifying businesses as defined below. The parking spaces are on the roof or top deck of the Boush Street Garage, West Plume Street Garage and the Bank Street Garage.
2. The program shall be available to businesses with a Norfolk business license:
 - a. Up to one hundred (100) parking spaces for new businesses, having obtained a Norfolk business license within the preceding ninety (90) business days with fifty (50) employees or less;

- b. Up to one hundred (100) parking spaces for businesses, having a current/existing Norfolk business license with fifty (50) employees or less; and
- c. Up to one hundred (100) parking spaces for businesses having fifty-one (51) to one hundred (100) employees.
- d. The city manager has the authority to reallocate the number of spaces assigned to a., b. and c. above; however, in no event shall the total exceed three hundred (300).

3. Rates:

- a. Qualifying new businesses, as described in 2(a) above, may lease Top Deck parking spaces, for up to two (2) years for forty dollars (\$40.00) per month, per space;
- b. Existing businesses with fifty (50) or less employees, may lease Top Deck parking spaces for sixty dollars (\$60.00) per month, per space; and,
- c. Existing businesses with fifty-one (51) to one hundred (100) employees may lease Top Deck parking spaces for seventy dollars (\$70.00) per month, per space.

4. Business accounts must be in the name of the business or company and parking spaces and access cards must be identified by an authorized, named, individual parker.

5. All program parking participants are required to park on the roof or top deck of the assigned parking garage, unless the roof or top deck is closed by the city. If the roof or top deck is closed by the city, authorized parkers will be permitted to park one floor lower in the respective assigned parking garage.

6. Access shall be by electronic card issued by the city and access shall be available twenty-four (24) hours per day, seven (7) days of the week.

7. Participants who do not park on the roof or top deck will be required to pay the full daily rate for the respective garage.

Additionally, for the 1st offense, the business owner and named, individual parker will receive a courtesy warning; for the 2nd offense, the named individual parker will be ticketed (a fine of \$30.00 shall be imposed); and, for the 3rd offense, the named, individual parker's access card will be deactivated and the business or company will be notified. Continued violations may cause the business or company to be removed from the Top Deck Parking Program.

8. The Top Deck Parking Program may be discontinued if parkers are not attracted to the roof or top deck parking or for any other reason at the city manager's sole discretion.

9. Parking spaces designated for the Top Deck Parking Program total three hundred (300); allocated in accordance with paragraph 2, above. Applications for the parking spaces will be received and approved on a first-come, first-served basis, not to exceed the capacity of the top deck per garage. Once the one hundred (100) parking spaces in each of the several options are leased, an application-dated waiting list will be maintained.

Garage/Lot Daily Rate Structure:

Category	Rate
0 to 1 Hour	\$2.00
1 to 2 Hours	\$3.00
2 to 3 Hours	\$5.00
3 to 4 Hours	\$6.00
4 to 5 Hours	\$8.00
5 to 6 Hours	\$9.00
6 to 7 Hours	\$11.00
7 to 8 Hours	\$12.00
Maximum Daily Rate (up to 24 Hours)	\$13.00
Lost Ticket/Per Day	\$13.00
6:00 p.m. to 9:00 p.m./Collect-on-Entry	\$3.00
9:00 p.m. to 3:00 a.m./Collect-on-Entry	\$5.00
Special Event Rate/Collect-on-Entry	\$5.00

MacArthur Center Garages:

Weekdays until 6:00 p.m.:

First 3 hours or any part thereof.....\$1.00

4th hour of any part thereof.....\$2.00

5th hour or any part thereof.....\$2.00

6th hour or any part thereof.....\$2.00

7th hour or any part thereof.....\$2.00

8th hour of any part thereof.....\$2.00

Maximum Daily Rate (Up to 24 hours)\$10.00

Lost Ticket/Per Day.....\$10.00

Weekdays after 6:00 p.m.:

All evening.....\$2.00

Weekend Rates:

Before 6:00 p.m.\$1.00

After 6:00 p.m.\$2.00

Enter before 6:00 p.m. and stay less than 3 hours.....\$3.00

Section 2:- That this ordinance shall be in effect from and after its date of adoption.